LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 877—Chase—Req. No. 56890—4/c Page, 7⅝ x 10⅛ in.—National Magazines, 1977 (A)
Printed in U.S.A.

There's more to choosing a low-tar cigarette than just picking a number.

Any low-tar cigarette will give you a low-tar number. But there's something else that you should consider. We call it "filter feedback."

As you smoke, tar builds up on the tip of your cigarette filter. That's "filter feedback." Ordinary flush-tipped filters put that tar buildup flat against your lips.

And that's where low-tar Parliament has the advantage. Parliament's filter is recessed to keep tar buildup from touching your lips. So there's no "filter feedback." All you get is that smooth Parliament taste.

10 mg Kings
12 mg 100's

Low-tar Parliament

More than just a low-tar number.

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 10 mg "tar," 0.6 mg nicotine—
100's: 12 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report, Aug. 77.

Source: https://www.industrydocuments.ucsf.edu/docs/lzwp0003